

Answers to the most asked questions about cigarettes.

QUESTION

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**DOES
CIGARETTE
SMOKE
ENDANGER
NONSMOKERS?**



Here's what two major opponents of smoking said on this subject:

1. The Surgeon General. In his most recent report, the Surgeon General said the available evidence is not sufficient to conclude that other people's smoke causes disease in non-smokers.
2. The American Cancer Society. A report covering 17 years and some 200,000 people indicated that "second-hand" smoke has insignificant effect on lung-cancer rates in non-smokers. Fact from a report published by the Statistical Director of the Society in June, 1981.

Like you, we seek answers.

The tobacco industry has committed more funds for independent research on smoking and health than any non-governmental group. More than the American Cancer Society, the American Heart Association, and the American Lung Association combined. The researchers we fund are encouraged to publish whatever they find. Whatever the outcome.

In our view, smoking is an adult custom and the decision to smoke should be based on mature and informed individual freedom of choice.

If you'd like more information, write for our booklet, "Answers to the most asked questions about cigarettes." Address: The Tobacco Institute, Suite 856, 1875 Eye Street, Northwest, Washington, D.C. 20006. We offer it in the belief that full and free discussion of these important public issues is in the public interest.

Answers to
the most asked
questions
about
cigarettes.

**WEIGH BOTH SIDES
BEFORE YOU TAKE SIDES.**